

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1810
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESALE

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Gene:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>1</u>
<i>Light 100</i>	12300-24961	<u>1</u>
<i>Light Men 100</i>	12300-24963	<u>1</u>
<i>FF 100</i>	12300-24962	<u>1</u>

DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

PO #012698

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$238.70

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-2-
B1G1F
MUTUAL WHOLESALE

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

DISPLAY LOAD:

*4 CARTONS; ONE CARTON EACH STYLE: DORAL LIGHT / LT 100 / LT MEN 100 / FF 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$19.60 (1.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 3
 DATE: 97-12-18
 TIME: 04:22 PM

 WHOLESALER : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>
 TEMPLATE : 800018 80200 DOR FEB B1G1F
 TEMPLATE SEQ : 0031
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	2		3665-0000		(607) 775-3500
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607) 773-8506
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100		(607) 772-8585
162204	162226	769329	SUNRISE FOOD MART	2650 STATE ROUTE	MAINE	NY	13802	1				(607) 862-9147
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	2	NYS			(607) 773-8420
162204	162223	316818	E-Z MART	1552 CONKLIN RD	CONKLIN	NY	13748	1	NYS			(607) 775-4616
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	1	NYS		902544	(607) 785-9823
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1	NYS	2890-0000		(607) 723-7035
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1	NYS	2890-0000		(607) 722-1714
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1	NYS			(607) 724-4904
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1	NYS	2890-0000		(607) 785-2971
162204	162226	087208	BOB'S MOBIL/F	421 HOOPER RD	ENDWELL	NY	13760	2	NYS			(607) 754-9755
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	2	NYS			(607) 785-0981
162204	162226	207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	1	NYS			(607) 754-1123
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	1	NYS	0353-0100		(607) 798-0685
162205	162226	691489	E-Z MART #4	RT 12	GREENE	NY	13778	2				(607) 656-9339
162206	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	2				(607) 334-9212
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914) 586-2442
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANN'S	NY	12430	1				(914) 254-4010
162210	162233	727917	WALTON VARIETY	137 DELAWARE ST	WALTON	NY	13856	1				(607) 865-9289
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	1	NYS			(607) 687-4287
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1	NYS			(607) 687-2470
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	1	NYS			(607) 687-9843

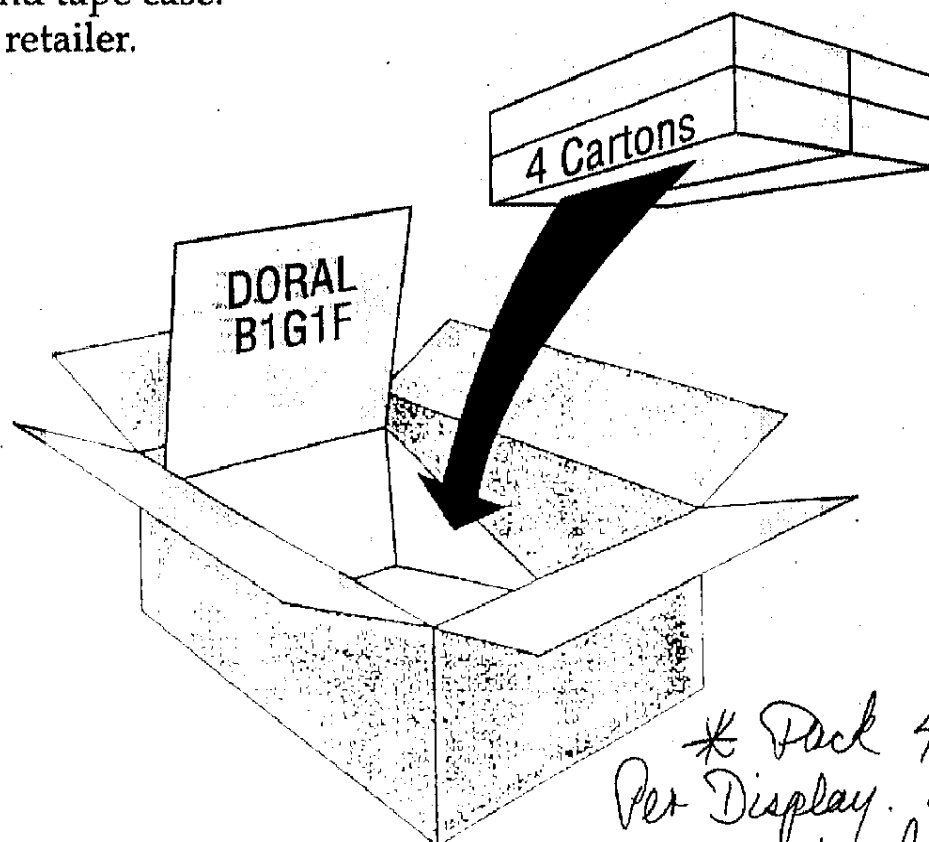
PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 29

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 29

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR. '98****February DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



** Pack 4 Cartons
Per Display. 4 Styles
may not be shipped
to all DIRECT Accts.*

Item: # 536645**Description: DORAL B1G1F Display/POS kit**

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

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February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free**.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

Paster



2-Pack Sleeve



Counter Display



The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free